

# COLUMBIA PRESSBOOK

YOUR FAVORITE WESTERN STAR IS  
LOADIN' HIS PISTOLS...

for a gal in distress...  
a cowboy in danger...  
a killer in hiding!



COLUMBIA  
PICTURES  
PRESENTS

WORLD'S GREATEST COWBOY

GENE **AUTRY** ★ **BARBARA BRITTON**  
IN  
**LOADED PISTOLS**

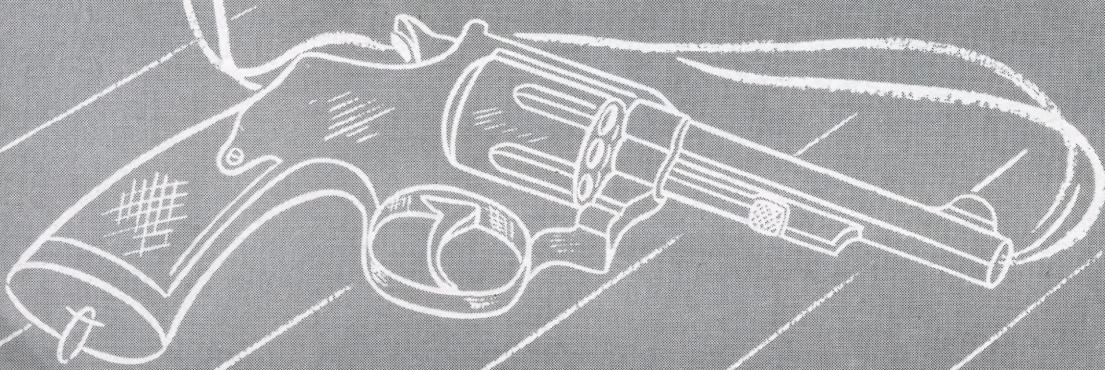
with  
CHILL WILLS · JACK HOLT · RUSSELL ARMS · ROBERT SHAYNE  
and  
World's Wonder  
Horse  
**CHAMPION**

Story and screenplay by Dwight Cummins and Dorothy Yost  
Directed by JOHN ENGLISH · Produced by ARMAND SCHAEFER  
A Gene Autry Production

HEAR GENE SING:  
Loaded Pistols  
Jim Crack Corn  
When The Bloom Is On  
The Sage  
Boy From Texas  
Pretty Mary

This Is Ad Mat No. 401 — 580 Lines — 4 Cols. x 145 Lines

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PB #22/11



## KILLER TRAPPED



*Loaded Pistols Mat 1-C; Prod. Still No. 33*

Loaded pistols can't stop Gene Autry, as Robert Shayne discovers in "Loaded Pistols," which stars Autry and Barbara Britton at the Theatre.

## Autry Goes A'Gunning!

The Gene Autry-Barbara Britton starrer, Columbia's "Loaded Pistols," latest thrill-topping adventure of the world's greatest cowboy, is coming to the Theatre. Chill Wills, Jack Holt, Russell Arms and Robert Shayne are featured, while Champion, Gene's famous horse, teams up again with his master.

"Loaded Pistols" is reported to be Gene's wildest manhunt as he and Champion break the West wide open to ride a killer down! Gene, equally adept at fanning a gun or plunking a guitar, is said to run the gamut of murder and melody in his new film.

John English directed from story and screenplay by Dwight Cummins and Dorothy Yost. Armand Schaefer produced this Gene Autry Production.

## CAST and CREDITS

|                |                 |             |               |
|----------------|-----------------|-------------|---------------|
| Gene Autry     | Gene Autry      | Sam Gardner | Vince Barnett |
| Mary Evans     | Barbara Britton | Jake Harper | Leon Weaver   |
| Sheriff Cramer | Chill Wills     | Bill Otis   | Fred Kohler   |
| Dave Randall   | Jack Holt       | Jim Hedge   | Clem Bevans   |
| Larry Evans    | Russell Arms    | Rancher     | Sandy Sanders |
| Don Mason      | Robert Shayne   |             | and Champion  |

Story and screenplay by Dwight Cummins, Dorothy Yost; Directed by John English; Assistant Director, Carl Hiecke; Director of Photography, William Bradford; Art Director, Harold MacArthur; Film Editor, Aaron Stell; Set Decorator, David Montrose; Musical Supervisor, Paul Mertz; Musical Director, Mischa Bakaleinikoff; Sound Engineer, Phil Faulkner; Produced by Armand Schaefer. A Gene Autry Production. A Columbia Picture.

## STORY

(Not for Publication)

Young Larry Evans (Russell Arms), whose gun has been used to kill Ed Norton in a poker game, escapes the hanging party headed by ranchers Dave Randall (Jack Holt) and Bill Otis (Fred Kohler). Gene Autry (himself), Norton's best friend, investigating on his own, finds Larry and his pretty, high-spirited sister Mary (Barbara Britton) in their hideaway. Gene discovers that Larry's gun could have been put in the poker pot with the chips after Larry's money was gone, and anyone could have used it when the lights went out.

Gene sends Mary back to town and stakes out Larry in the cabin of old Jim Hedge (Clem Bevans), a miner. Finding out that Randall and Mason, a smooth newcomer, and the town's assayer, have tried to buy the Evans ranch, Gene decides to take a look at it. Hedge shows up and admits he can't figure out what could be on the ranch that would be worth committing murder for. At that moment, the needle of Hedge's compass begins to spin wildly but before Gene can question the miner, Sheriff Cramer (Chill Wills) arrives and arrests Larry for Norton's murder.

Autry persuades Cramer to gather all the poker players together to reenact the crime, with Gene taking Norton's chair and with Larry's gun on the table. Gene tells the men that he knows who killed Norton and why. The lights go out and someone tries to shoot him, but the gun is filled with blanks and the handle covered with graphite. A blackened handkerchief hidden up Mason's sleeve proves him to be the murderer, with Randall and Otis working together to get the ranch because of an iron ore lode hidden beneath it. (Running Time: 79 Minutes)

## MUSIC

"Loaded Pistols" by Johnny Lange and Hy Heath. Published by Herbert Music, 6272 Sunset Blvd., Hollywood 28, Calif.

"When the Bloom Is on the Sage" by Fred Howard and Nat Vincent. Published by Cole Publishing Co., 823 So. Wabash Ave., Chicago, Ill.

"A Boy from Texas, a Girl from Tennessee" by Jack Segal, Joe McCarthy and John Benson Brooks. Published by Shapiro-Bernstein & Co., 1270 Ave. of Americas, N. Y.

"Pretty Mary" by Gene Autry, Oakley Haldeman, Jim McDonald and Bob Mitchell. Published by Western Music Co., 6520 Selma Ave., Hollywood 28, Calif.

"Jim Crack Corn." Public domain.

# 'Loaded Pistols' White-Hot!

## Gene Autry, Champion Smoke Out a Killer

Gene Autry rides herd on a killer in his latest musical Western adventure, Columbia's "Loaded Pistols," co-starring Barbara Britton and which will be the next attraction at the Theatre.

Autry, the World's Greatest Cowboy, riding Champion, the World's Wonder Horse, is reported to put on one of the greatest exhibitions of cowboy prowess ever to hit the screen. His superb horsemanship, evidenced in many stirring pursuits; the blazing gunfights and slashing fisticuffs go to make up this one-man hurricane of action which blasts the screen. Besides, Gene gives further value to your entertainment dollar by his pleasant airing of such Western ballads as the title song, "Loaded Pistols," "Jim Crack Corn," "When the Bloom Is on the Sage," "A Boy from Texas, a Girl from Tennessee" and "Pretty Mary."

Miss Britton, who appeared in such big Westerns as "The Virginian," "Gunfighters" and "The Untamed Breed," has joined the ranks of the reigning royalty of Western stars by acquiring fame among devotees of rugged outdoor action seldom achieved by female players. Chill Wills and Jack Holt, established Western players, Russell Arms, a personable youngster, and Robert Shayne, deep-dyed villain, round out the cast.

Autry, aroused to white-hot fury by the ruthless murder in a poker game of his best friend, sets out on his wildest manhunt. Suspicion initially points to Arms, a young cowboy who, with his attractive sister, owns a ranch which is the object for which the killer contends. Gene re-stages the crime with all the suspects present and, narrowly

missing a bullet himself, unmasks the real killer. The ranch, it seems, contains iron ore.

John English directed from story and screenplay by Dwight Cummins and Dorothy Yost. Armand Schaefer produced this Gene Autry Production.

## Gene Autry Due In 'Loaded Pistols'

Columbia's "Loaded Pistols," co-starring Gene Autry and Barbara Britton, will open at the Theatre. Featured in the latest musical Western adventure of the world's greatest cowboy are Chill Wills, Jack Holt, Russell Arms, Robert Shayne and Champion, the World's Wonder Horse. Story and screenplay by Dwight Cummins and Dorothy Yost were directed by John English. Armand Schaefer produced this Gene Autry Production.

## 'Pistols' to Blaze For Second Week

"Loaded Pistols," Columbia's latest Gene Autry musical Western hit co-starring Barbara Britton, will have its engagement at the Theatre extended for another week starting . . . . . Featured players include Chill Wills, Jack Holt, Russell Arms and Robert Shayne. Champion, the World's Wonder Horse, joins the world's greatest cowboy in his newest and grandest adventure.

## Holt Won't Halt

Jack Holt, one of the most famous of old-time Western stars, has a featured role in Columbia's "Loaded Pistols," the Gene Autry-Barbara Britton starrer currently on view at the Theatre. Holt is part of the only father-and-son acting team in pictures and frequently appears with his son, Tim.

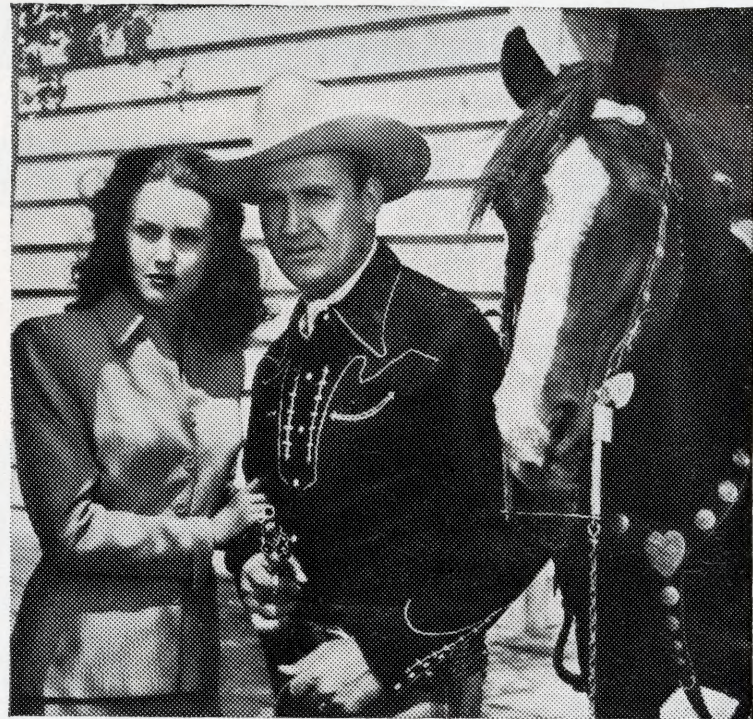
## LOADED PISTOLS AND LOADED DICE



*Loaded Pistols Mat 2-B; Still No. 31*

Gene Autry hunts a gambling house killer in Columbia's "Loaded Pistols," co-starring Barbara Britton at the Theatre. Suspects, left to right, are Chill Wills, Jack Holt and Russell Arms.

## Gun-Flaming Action and Melodic Tunes Highlight Gene Autry's 'Loaded Pistols' Which Co-Stars Lovely Barbara Britton



*Loaded Pistols Mat 2-C; Prod. Still No. 39*

Gene Autry is a one-man posse in "Loaded Pistols," his new Columbia thriller at the Theatre, with Barbara Britton as his co-star. Champion, World's Wonder Horse, is also in the film.

## (Review)

Loaded with high-powered action and melodic Western tunes, the Gene Autry-Barbara Britton starrer, Columbia's "Loaded Pistols," roared into the Theatre yesterday. Gene's latest musical Western adventure proved to be vastly entertaining for the entire family.

In a story that crackles with excitement, Gene sets out on his wildest manhunt. Seeking a mystery killer who has done away with Autry's best friend in a poker game, the Western star comes upon a wild young cowboy, Russell Arms, who, with his lovely sister (Britton) is hiding away from a posse. Arms' gun was the murder weapon. Gene, after subduing the buckaroo with a few well-directed blows, is convinced of his innocence and continues his search for the killer.

When Jack Holt and Robert

Shayne, ranchers, evince an interest in purchasing what is believed to be the Arms' worthless ranch, Gene becomes suspicious. Accidentally he discovers that underneath the ranch is a valuable lode of iron ore. Autry now sees that Arms has been implicated in the murder so that they can get rid of him and buy his ranch. In a clever re-staging of the crime, with all suspects, Gene unmasks the killer in a climax bristling with suspense.

Gene, as usual, delivers a rousing performance as he rides, shoots and fights his way against murderous foes. In that nonchalant way of his that has become so familiar, he sings "Loaded Pistols," the title song, "When the Bloom Is on the Sage," "A Boy from Texas, a Girl from Tennessee," "Pretty Mary" and "Jim Crack Corn." It is not difficult to know why Miss Britton is co-starred for, besides looking lovely in fetching Western garb, she delivers a thoroughly convincing performance. Chill Wills, veteran actor, plays a sheriff with comic overtones; Holt remains as staunchly villainous as ever; Arms is an engaging cowhand, while Shayne is also one of Gene's opponents. Champion, the World's Wonder Horse, proves he's one of the smartest equines living when he aids Gene in bringing the killer to heel.

John English, directing from story and screenplay by Dwight Cummins and Dorothy Yost, has packed the film with thrill after thrill. Armand Schaefer handled production details on this Gene Autry Production.

## Autry's 'Pistols' To Cease Fire

Co-starring Gene Autry and Barbara Britton, Columbia's "Loaded Pistols," latest Western musical thrill triumph of the world's greatest cowboy, will end its engagement at the Theatre. Featured players include Chill Wills, Jack Holt, Russell Arms and Robert Shayne. Champion, the World's Wonder Horse, is also featured.



# Autry, World's Greatest Cowboy

## Western Tunestar Is Rough and Tough In 'Loaded Pistols'

Before you will have finished reading this paragraph, someone, somewhere in the world will be sitting down with paper and pen to write a letter to Gene Autry, the World's Greatest Cowboy. This happens at least once every thirty seconds, 24 hours a day, seven days a week, 52 weeks a year. And this has been going on now for 10 years, or more.

Autry is said to be the U.S. Postoffice Department's biggest individual customer, for not only do Autry fans spend better than \$30,000 a year writing letters, but he accounts for more than \$50,000 answering them. Every month a minimum of 80,000 pieces of fan mail pour in for the greatest of all Western stars.

Gene, currently starring with Barbara Britton in his latest musical Western thriller, Columbia's "Loaded Pistols," currently at the . . . . . Theatre, has been a Hollywood phenomenon in the appeal that he has had for all age groups. Surprisingly enough, 31 per cent of his fans range in age from 17 to 25, 20 per cent are 31 and over, 17 per cent are from 25 to 30, and only 31 per cent are 17 years and younger.

Significantly, too, Autry, as a Western star, has as much appeal for the feminine fan as the male dramatic star who always gets the girl (which Autry doesn't). His fan mail comes from 59 per cent female and 42 per cent male! This undoubtedly explains why Columbia received a fabulous amount of mail when it announced that Autry would get his first screen kiss in "The Big Sombrero," the overwhelming number of whom protested! So the kiss scene was deleted.

Yes, Gene's fans like him rough and tough, with none of that mushy stuff. And they're getting plenty of action in "Loaded Pistols," with Champion, the World's Wonder Horse, helping his two-fisted master.

## \$3,200 Autry Boots In 'Loaded Pistols'

The most expensive pair of cowboy boots ever made, costing \$3,200, are worn by Gene Autry in Columbia's "Loaded Pistols," currently on display at the . . . . Theatre.

The boots were manufactured in Houston, Texas, from the hide of a \$40,000 prize winning bull and were presented to Autry when the star was in that city to serve as grand marshal of the annual Fat Stock Show.

Autry wore the boots for the first time in a scene with Barbara Britton, the first actress to be co-starred with him, in his latest musical Western adventure.

## Actor 'Goes West'

Russell Arms, a native Californian, is a product of that first-class talent farm, the Pasadena Community Playhouse, which annually loses its best players to the screen. Russell is appearing in his first big Western, Columbia's "Loaded Pistols," the Gene Autry-Barbara Britton starrer now at the . . . . . Theatre.



*Loaded Pistols Mat 1-B; Prod. Still No. 8*

GENE AUTRY, and co-star Barbara Britton, discover that loaded pistols can create trouble in Columbia's "Loaded Pistols," now at the . . . . . Theatre.

## Autry Ends Solo Stardom

Barbara Britton, beautiful star, is the first actress (or actor) to receive co-star billing with Gene Autry. The momentous event occurred in connection with his latest musical Western adventure, Columbia's "Loaded Pistols," at the . . . . . Theatre.

Hitherto, Autry, the World's Greatest Cowboy, has always received sole top billing, with his horse, Champion, taking second place in the screen credits. But Miss Britton, who captured the fancy of Western fans with her appearance in "Gunfighters" and "The Untamed Breed," has acquired the unofficial title of "Queen of Western Pictures." So, taking cognizance of the importance of her role in "Loaded Pistols" and her prestige in the Western field, it was decided to elevate her to co-starring billing with genial Gene.

## 'Loaded Pistols' Has Five Autry Songs

Although Gene Autry's fans are suckers for the robust action that highlights his screen adventures, they always welcome those musical interludes wherein Gene lifts his voice in song.

Gene's latest musical Western thriller, "Loaded Pistols," co-starring lovely Barbara Britton, is no exception. Five songs, with that outdoorish quality, are featured in the inimitable Autry style.

They are "Loaded Pistols," the title song; "When the Bloom Is on the Sage," "A Boy from Texas, a Girl from Tennessee," "Pretty Mary" and "Jim Crack Corn."

## Shayne Shines

Robert Shayne, who played a judge in "Best Man Wins" and a fiery Scottish clansman in "The Swordsman," is currently performing as a smooth Western villain in Columbia's "Loaded Pistols," coming to the . . . . . Theatre . . . . . Gene Autry and Barbara Britton are co-starred in this exciting Western.

## Meet Barbara Britton—'Queen of Westerns'

There have been many male Western stars in the Hollywood firmament, but oddly enough, there has never been a really topnotch Western girl star who shone with the same luster.

Such illustrious male names of the past as William S. Hart, William Farnum, Ken Maynard, Tom Mix and Buck Jones, and Gene Autry, Bill Elliott, Johnny Mack Brown and Roy Rogers among the contemporary cowboy leaders, easily come to mind.

But until Barbara Britton, lovely co-star with Autry in "Loaded Pistols," the cowboy star's latest musical Western thriller, now at the . . . . . Theatre, crashed it, the Western star field was left entirely to the men.

Barbara, who learned to ride a horse almost as soon as she learned to walk, had no idea, however, of becoming a Western picture actress when she entered the movies, a few years ago. But her talent in this line became instantly obvious when she was given the feminine lead in Paramount's re-make of that classic, "The Virginian." There then followed "Albuquerque," and, for Columbia, "Gunfighters" and

## Autry's 'Queen'

Lovely Barbara Britton has, by her appearance in such stand-out Westerns as "The Virginian," "Gunfighters" and "The Untamed Breed," achieved the distinctive title of "Queen of Western Pictures." Barbara is currently co-starred with Gene Autry in Columbia's "Loaded Pistols," the world's greatest cowboy's newest musical Western adventure, now the attraction at the . . . . . Theatre.

## Home on Range

Chill Wills, veteran character actor, has returned to Westerns, his first love, with a featured role in Columbia's "Loaded Pistols," the Gene Autry-Barbara Britton starrer currently playing at the . . . . . Theatre. Wills, a native of Texas, broke into films via the hoss opera route.

## AUTRY GETS A HELPING HAND



*Loaded Pistols Mat 2-A; Prod. Still No. 5*

Gene Autry's co-star, lovely Barbara Britton, lends a helping hand to the tied and defenseless Gene, when Russell Arms goes a'gunning in Columbia's "Loaded Pistols," at the . . . . . Theatre.



*Loaded Pistols Mat 1-A; Prod. Still No. 40*

BARBARA BRITTON, new "Queen of the Westerns," is starred with Gene Autry at the . . . . . Theatre in Columbia's "Loaded Pistols."

## 'Loaded Pistols' Songs Belong in Autry Film

When Gene Autry, the World's Greatest Cowboy, sings a song in Columbia's "Loaded Pistols," his latest and most thrilling musical Western adventure now at the . . . . . Theatre, it's not dragged in by the heels, but is usually a pleasant and logical part of the action. Take the title song, for example.

Gene's rendition of "Loaded Pistols," whose first words are "Loaded Pistols and loaded dice," is pregnant with meaning for the action. His best friend having been killed in a crooked poker game, Gene hits the trail in his wildest manhunt. The murder is the springboard for the thundering action that follows.

Another song in "Loaded Pistols," titled "Pretty Mary," is directed by Gene at his lovely co-star, Barbara Britton, first woman to achieve equal billing with the greatest of all Western stars. Called "Mary" in the film, Miss Britton is the object of what affection Autry fans allow for their favorite Western hero. Gene narrowly skirts the fringe of romance but never

quite falls in.

Autry, as one of the authentic heroes of America, also believes in keeping bright some of the great songs that are authentic Americana, too. "Jim Crack Corn," better known as "The Blue-tail Fly" in sections of the country other than the West, is a great folk song which another troubadour, Burl Ives, by name, has helped to make famous. It's featured in "Loaded Pistols."

Other songs, a part of the real America which has been woven into Autry stories, are "The Last Roundup," in the picture of the same name, which actually has a roundup in the climax, and "The Strawberry Roan," which is about just such a high-spirited horse.

When Gene Autry lifts his voice in song, he really makes it count.

Featured in "Loaded Pistols" are Chill Wills, Jack Holt, Russell Arms and Robert Shayne. Champion, the World's Wonder Horse, is also present.

John English directed from story and screenplay by Dwight Cummins and Dorothy Yost. Armand Schaefer produced this Gene Autry Production.

## Prefers Plane

Gene Autry, the World's Greatest Cowboy, makes his living—and a very good one at that—by riding horses, but don't think that he lives in the horse-and-buggy age. Gene, who co-stars with Barbara Britton in Columbia's "Loaded Pistols," now on view at the . . . . . Theatre, is one of the film colony's most air-minded citizens and owns and flies a twin-engine Beechcraft on all his travels.

## Loaded Fists

Gene Autry has the most savage fist fight of his screen career in a scene of Columbia's "Loaded Pistols," co-starring Barbara Britton at the . . . . . Theatre. The battle takes place in a range cabin and Gene's opponent is husky Fred Kohler, Jr., son of one of the most famous of silent picture villains. The interior of the cabin is completely demolished before Autry finally subdues Kohler.



**LOADED PISTOLS AND LOADED DICE  
EXPLODE INTO GENE'S GREATEST  
ADVENTURE !**

Your favorite western  
hero in his newest  
blast of  
high-powered  
action !



**WORLD'S  
GREATEST  
COWBOY**

COLUMBIA PICTURES  
presents

**HEAR GENE SING:**  
Loaded Pistols  
Jim Crack Corn  
When The Bloom Is On  
The Sage  
Boy From Texas  
Pretty Mary

**GENE BARBARA  
AUTRY · BRITTON**

# LOADED PISTOLS

with  
**CHILL WILLS · JACK HOLT · RUSSELL ARMS · ROBERT SHAYNE**

Story and screenplay by  
Dwight Cummins and Dorothy Yost  
Directed by **JOHN ENGLISH**  
Produced by **ARMAND SCHAEFER**  
A Gene Autry Production

and  
**CHAMPION**  
World's Wonder Horse



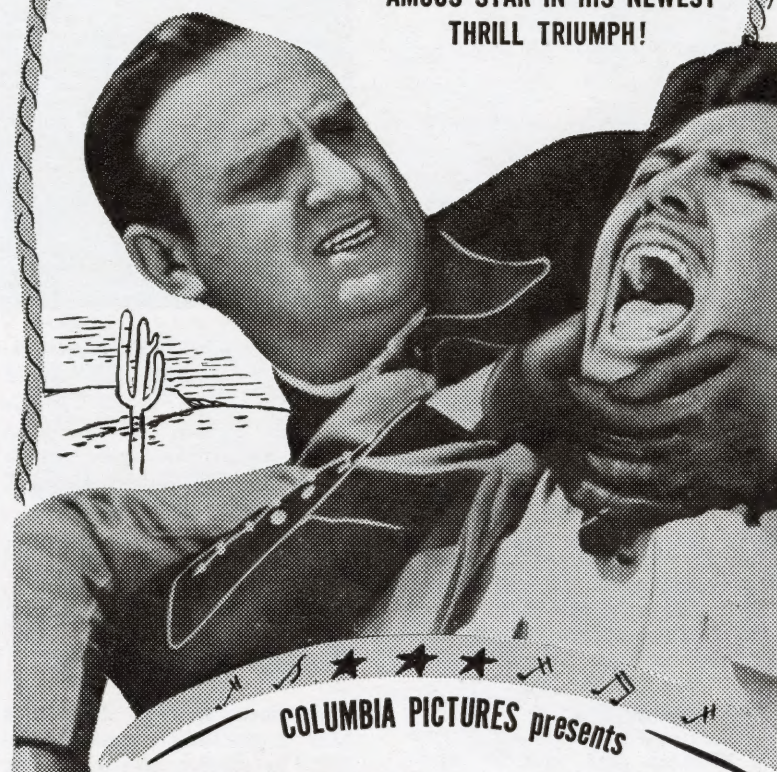
498-Line Ad Mat No. 303 — 3 Cols. x 166 Lines

## NOTE!

Be sure to see the 580-Line  
Ad Mat No. 401 (4 Cols. x  
145 Lines) on the front  
cover of this pressbook.

**THE WEST ISN'T BIG ENOUGH  
TO ESCAPE GENE'S  
VENGEANCE!**

THE WEST'S MOST  
FAMOUS STAR IN HIS NEWEST  
THRILL TRIUMPH!



COLUMBIA PICTURES presents

**WORLD'S GREATEST  
COWBOY**

**GENE BARBARA  
AUTRY · BRITTON**

# LOADED PISTOLS

with  
**Chill WILLS · Jack HOLT · Russell ARMS · Robert SHAYNE**

and  
**CHAMPION**  
World's Wonder Horse

Story and screenplay by  
Dwight Cummins and Dorothy Yost  
Directed by **JOHN ENGLISH**  
Produced by **ARMAND SCHAEFER**  
A Gene Autry Production



390-Line Ad Mat No. 210 — 2 Cols. x 195 Lines



**GENE SMOKES OUT A KILLER  
AND CHAMPION  
BRINGS HIM IN!**

COLUMBIA PICTURES presents  
WORLD'S GREATEST  
COWBOY  
**GENE AUTRY** **BARBARA BRITTON**  
in **LOADED PISTOLS**

with  
**CHILL WILLS · JACK HOLT · RUSSELL ARMS · ROBERT SHAYNE**  
and **CHAMPION**  
World's Wonder Horse

Story and screenplay by  
Dwight Cummins and Dorothy Yost  
Directed by **JOHN ENGLISH**  
Produced by **ARMAND SCHAEFER**  
A Gene Autry Production

298-Line Ad Mat No. 209 — 2 Cols. x 149 Lines

**GENE AND CHAMPION BREAK THE WEST WIDE  
OPEN TO RIDE A KILLER DOWN!**

The greatest of all western  
stars brings you his latest  
thrill-topping adventure!

COLUMBIA  
PICTURES  
PRESENTS  
WORLD'S  
GREATEST COWBOY  
**GENE AUTRY · BARBARA BRITTON**  
**LOADED PISTOLS**

with  
**CHILL WILLS · JACK HOLT · RUSSELL ARMS · ROBERT SHAYNE**  
and **CHAMPION**  
World's Wonder Horse

Story and screenplay by Dwight Cummins and Dorothy Yost  
Directed by **JOHN ENGLISH** • Produced by **ARMAND SCHAEFER**  
A Gene Autry Production

**Gene Sings  
5 Hits!**

396-Line Ad Mat No. 302 — 3 Cols. x 132 Lines

with  
**Chill Wills  
Jack Holt  
Russell Arms  
Robert Shayne**

COLUMBIA  
PICTURES  
presents  
**GENE AUTRY · BARBARA BRITTON**  
**LOADED PISTOLS**

and **CHAMPION** World's Wonder Horse

28-Line Ad Mat No. 201 — 2 Cols. x 14 Lines

**LOADED with those top  
Autry  
thrills!**

COLUMBIA PICTURES presents  
**GENE AUTRY · BARBARA BRITTON**  
in **LOADED PISTOLS**

with  
**Chill Wills · Jack Holt · Russell Arms · Robert Shayne**  
and **CHAMPION** World's Wonder Horse

56-Line Ad Mat No. 202 — 2 Cols. x 28 Lines



**LOADED PISTOLS**

COLUMBIA PICTURES presents  
**GENE AUTRY** **BARBARA BRITTON**  
 in  
**LOADED PISTOLS**  
 with Chill Wills • Jack Holt • Russell Arms • Robert Shayne  
 and **CHAMPION** World's Wonder Horse  
 Story and screenplay by Dwight Cummins and Dorothy Yost  
 Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER

Gene Sings 5 Hits!

**LOADED PISTOLS**

LOADED WITH THOSE TOP AUTRY THRILLS!

Here Gene Sing 5 Hits!

**LOADED PISTOLS**

HEAR GENE SING:  
 Loaded Pistols  
 Jim Crack Corn  
 When The Bloom Is On The Sage  
 Boy From Texas  
 Pretty Mary

UTILITY AD MAT No. 304

**RUN FOR YOUR LIVES, KILLERS...WHEN YOU KILL A FRIEND OF GENE'S!**

COLUMBIA PICTURES presents  
**GENE AUTRY** **BARBARA BRITTON**  
 in  
**LOADED PISTOLS**  
 with CHILL WILLS • JACK HOLT • RUSSELL ARMS • ROBERT SHAYNE  
 and **CHAMPION** World's Wonder Horse  
 Story and screenplay by Dwight Cummins and Dorothy Yost  
 Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER  
 A Gene Autry Production

200-Line Ad Mat No. 207 — 2 Cols. x 100 Lines

**GENE'S WILDEST MANHUNT!**

COLUMBIA PICTURES presents  
**GENE AUTRY** **BARBARA BRITTON**  
 in  
**LOADED PISTOLS**  
 with CHILL WILLS • JACK HOLT • RUSSELL ARMS • ROBERT SHAYNE  
 and **CHAMPION** World's Wonder Horse  
 Story and screenplay by Dwight Cummins and Dorothy Yost  
 A Gene Autry Production  
 Directed by JOHN ENGLISH  
 Produced by ARMAND SCHAEFER

Gene Sings 5 Hits!

152-Line Ad Mat No. 205 — 2 Cols. x 76 Lines



**GENE RIDES HERD ON A MYSTERY KILLER!**

COLUMBIA PICTURES presents  
**GENE AUTRY BARBARA BRITTON**  
**in LOADED PISTOLS**

with  
Chill WILLS • Jack HOLT • Russell ARMS • Robert SHAYNE  
and  
**CHAMPION**  
World's Wonder Horse

Story and screenplay by Dwight Cummins and Dorothy Yost  
Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER  
A Gene Autry Production

Ad Mat No. 106 — 99 Lines

COLUMBIA PICTURES presents  
**GENE AUTRY BARBARA BRITTON**  
**in LOADED PISTOLS**

with  
Chill Wills • Jack Holt  
and **CHAMPION**  
World's Wonder Horse

Ad Mat No. 101 — 14 Lines

**GENE'S A ONE-MAN POSSE!  
CHAMPION'S A ONE-HORSE  
WHIRLWIND!**

WORLD'S GREATEST COWBOY  
**GENE AUTRY • BARBARA BRITTON**  
**in LOADED PISTOLS**

COLUMBIA PICTURES presents

with  
CHILL WILLS • JACK HOLT • RUSSELL ARMS • ROBERT SHAYNE  
and  
**CHAMPION**  
World's Wonder Horse

Story and screenplay by Dwight Cummins and Dorothy Yost  
Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER  
A Gene Autry Production

Here Gene Sing 5 Hits!

252-Line Ad Mat No. 208 — 2 Cols. x 126 Lines

**LOADED WITH THOSE TOP AUTRY THRILLS!**

COLUMBIA PICTURES presents  
**GENE AUTRY • BARBARA BRITTON**  
**in LOADED PISTOLS**

with  
Chill WILLS • Jack HOLT • Russell ARMS • Robert SHAYNE  
and  
**CHAMPION**  
World's Wonder Horse

Story and screenplay by Dwight Cummins and Dorothy Yost  
Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER  
A Gene Autry Production

Ad Mat No. 105 — 85 Lines

**Gene's newest thrill triumph!**

COLUMBIA PICTURES presents  
**GENE AUTRY • BARBARA BRITTON**  
**in LOADED PISTOLS**

with  
Chill Wills  
Jack Holt  
and **CHAMPION**  
World's Wonder Horse

Ad Mat No. 102 — 28 Lines

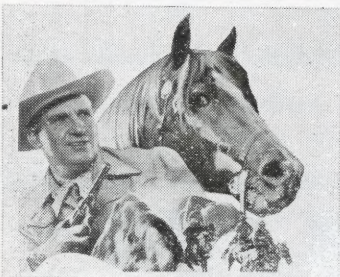
#### 4 Art Stills



Still No. Art 2



Still No. Art 3



Still No. Art 1



Still No. Art 4

#### Official Billing

|   |           |
|---|-----------|
| COLUMBIA PICTURES                                       | .....25%  |
| presents  |           |
| <b>GENE AUTRY</b>                                       |           |
| <b>BARBARA BRITTON</b>                                  | .....75%  |
| in  |           |
| <b>LOADED PISTOLS</b>                                   | .....100% |
| with  |           |
| Chill Wills • Jack Holt • Russell Arms • Robert Shayne  | .....25%  |
| and   |           |
| <b>CHAMPION</b><br>World's Wonder Horse                 | .....25%  |
| * * * * *   |           |
| Story and screenplay by Dwight Cummins and Dorothy Yost | .....10%  |
| * * * * *   |           |
| Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER  | .....15%  |
| * * * * *   |           |
| A Gene Autry Production                                 | .....10%  |



**THEATRE**

Starts **TOMORROW**

Gene rides herd on a mystery killer!

COLUMBIA PICTURES presents

GENE AUTRY • BARBARA BRITTON

WORLD'S GREATEST COWBOY

**LOADED PISTOLS**

with CHILL WILLS • JACK HOLT • RUSSELL ARMS • ROBERT SHAYNE

and **CHAMPION**  
World's Wonder Horse

Story and screenplay by Dwight Cummins and Dorothy Yost  
Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER  
A Gene Autry Production

300-Line Ad Mat No. 301 — 3 Cols. x 100 Lines

Starts **TODAY**

**Theatre**

YOUR FAVORITE WESTERN HERO'S GREATEST ADVENTURE!

COLUMBIA PICTURES presents

GENE AUTRY • BARBARA BRITTON

WORLD'S GREATEST COWBOY

**LOADED PISTOLS**

with CHILL WILLS • JACK HOLT • RUSSELL ARMS • ROBERT SHAYNE

and **CHAMPION**  
World's Wonder Horse

Story and screenplay by Dwight Cummins and Dorothy Yost  
Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER  
A Gene Autry Production

200-Line Ad Mat No. 206 — 2 Cols. x 100 Lines

**THEATRE**

**HELD OVER**  
2nd Big Week

GENE'S A ONE-MAN POSSE!

COLUMBIA PICTURES presents

GENE AUTRY • BARBARA BRITTON

Here Gene Sing 5 Hits!

**LOADED PISTOLS**

with CHILL WILLS • JACK HOLT • RUSSELL ARMS • ROBERT SHAYNE

and **CHAMPION** World's Wonder Horse

Story and screenplay by Dwight Cummins and Dorothy Yost • Directed by JOHN ENGLISH  
Produced by ARMAND SCHAEFER • A Gene Autry Production

102-Line Ad Mat No. 204 — 2 Cols. x 51 Lines

**THEATRE**

NOW PLAYING

COLUMBIA PICTURES presents

GENE AUTRY • BARBARA BRITTON

**LOADED PISTOLS**

with Chill WILLS • Jack HOLT • Russell ARMS • Robert SHAYNE

and **CHAMPION**  
World's Wonder Horse

Ad Mat No. 103 — 42 Lines

**THEATRE**

**LAST 2 DAYS**

Starts **THURS.**

COLUMBIA PICTURES presents

GENE AUTRY • BARBARA BRITTON

**LOADED PISTOLS**

with Chill WILLS • Jack HOLT • Russell ARMS • Robert SHAYNE

and **CHAMPION**  
World's Wonder Horse

Story and screenplay by Dwight Cummins and Dorothy Yost  
Directed by JOHN ENGLISH  
Produced by ARMAND SCHAEFER

Ad Mat No. 104 — 70 Lines

**THEATRE**

**NOW**

COLUMBIA PICTURES presents

GENE AUTRY • BARBARA BRITTON

Gene Sings 5 Hits!

**LOADED PISTOLS**

with Chill WILLS • Jack HOLT • Russell ARMS • Robert SHAYNE

and **CHAMPION** World's Wonder Horse

Story and screenplay by Dwight Cummins and Dorothy Yost  
Directed by JOHN ENGLISH • Produced by ARMAND SCHAEFER  
A Gene Autry Production

70-Line Ad Mat No. 203 — 2 Cols. x 35 Lines

THESE SIX SPECIAL ADS ARE DESIGNED  
TO FIT EVERY INDIVIDUAL SITUATION!



## BALLYHOO THE FILM!

... Around your theatre ... in the lobby ... on the streets ... from your screen ... and out front! Here's how:

**DRESS UP THEATRE:** Give both your staff and your theatre the Western treatment for your engagement. Staff should be garbed in Western attire, and the theatre lobby decked out with Western paraphernalia. A display of guns might be accompanied by the sign: "These pistols are NOT loaded! If You Want to See 'Loaded Pistols,' It'll Be Here Friday with Gene Autry and Barbara Britton Co-Starred."

**CHECK YOUR GUNS:** Place an old-fashioned trunk or large table in your lobby, with a sign reading: "Check Your Loaded Pistols Here Before You See Gene Autry and Barbara Britton in 'Loaded Pistols' on Friday." Two or three borrowed—and unloaded!—guns might be included with the display, to lend a note of realism, but be sure that they are protected from souvenir-hunters.

**STREET BALLY:** Send a mounted cowboy through the main business streets and in the vicinity of schools, athletic fields and wherever else youngsters congregate. If your bally-man can strum a guitar and sing Western ballads, so much the better! Sign on his back should give full credits.

**ADVANCE TRAILER:** The range rhythms and thrills of "Loaded Pistols" are shown in this sock trailer which should be ordered—and used!—well in advance! Order from National Screen.

**4 STILL SETS:** Available at National Screen: 1) production set of 25; 2) newspaper set of 25; 3) art set of 4 (reproductions of key ad art work on page 7); 4) publicity-exploitation set (stills used for scene mats and in exploitation).

## 3-SHEET SETPIECE

The 3-sheet can be cut and mounted as shown here to make an arresting advance setpiece. Snipe "Now Playing" over the starting date and move setpiece out front during run.



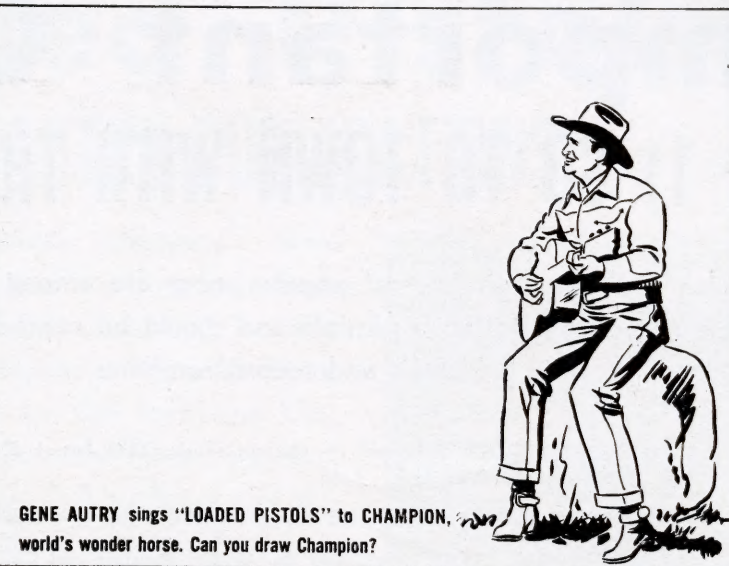
## Important!

It is suggested that in all billing, window cards and other material using their names, Gene Autry's name be followed by the slogan, "World's Greatest Cowboy," and Champion's name be followed by the slogan, "World's Wonder Horse."

## Drawing Contest

This 2-column mat makes an ideal newspaper children's page plant, or it can be used as a theatre contest via locally-printed card handouts. Print full credits in a caption below the drawing, as indicated here, or on the reverse side of the card if it is used as a handout.

**Order Mat 2-D (same size as shown) from your National Screen Service exchange.**



Shown above is an artist's drawing of a scene from "Loaded Pistols," starring Gene Autry and Barbara Britton with Champion, world's wonder horse, at the Theatre beginning . . . . . The artist has left Champion out of the picture. Can you draw Champion? Send your drawing to the Blanktown "Chronicle" before midnight tonight; the ten best drawings will receive guest tickets to see Gene Autry and Champion in "Loaded Pistols" when it opens at the Theatre on . . . . .

## LOADED PISTOLS

Loaded pistols provide plenty of trouble for Gene Autry in "Loaded Pistols," leading to a wild manhunt for a mystery killer. Arrange with your chief of police, district attorney or other leading law enforcement agent to issue a statement to the newspapers and radio pointing out how hundreds of persons are killed annually by pistols and other weapons which weren't "loaded." The statement should warn all legal and illegal possessors of guns to examine their weapons carefully and immediately, with particular attention to veterans who include enemy weapons among their souvenirs.

## WESTERN STORIES

"Loaded Pistols" is an excellent tie-in title for library and book store displays of Western literature, and for promoted Western story magazines to be used as street giveaways. Tie-in copy might be along the lines: "Loaded Pistols Blaze in These Western Stories! 'Loaded Pistols' Blaze in the Gene Autry Film Starting Its Engagement at the State Theatre Friday."

## AMATEUR CONTEST

Gene Autry's tremendous popularity as a singer of Western and hillbilly songs makes a Gene Autry Amateur Singing Contest a useful stunt to be worked with your "Loaded Pistols" engagement. Get a disc jockey to co-sponsor the contest, with promoted merchandise as prizes. Contestants should sing one of the songs from the picture (see page 2 for complete list). If contestants sing over the air, with listener write-in or phone-in votes, finals might be held on the stage of your theatre opening day. Be sure of constant press coverage and frequent picture and play-date mention.

## POLICE GUN TOURNEY

Stage, with the aid of the Police Department, a police pistol-shooting tournament which should be covered by press and radio. Offer a Gene Autry trophy as a prize, with guest tickets to runners-up. If police chief is willing, prize might be a day off for every contestant whose score reaches, or tops, a specific high standard.

## CARTRIDGE CONTEST

Arrange with a prominent sporting goods store to stage a "guess-how-many" window contest involving empty shells in a sombrero. Passerby are invited to guess the number of shells, for guest tickets, via special forms which include the guess, name and address. Sign calling attention to the contest should contain full credits and stills from the picture.

## Radio Spots

### 15 SECONDS

Gene Autry, world's greatest cowboy, rides herd on a mystery killer in "Loaded Pistols," his new Columbia picture co-starring Barbara Britton at the Theatre beginning . . . . . Don't miss "Loaded Pistols!"

### 30 SECONDS

Loaded pistols and loaded dice! Those are the thrill-filled elements which explode into Gene Autry's greatest screen adventure, "Loaded Pistols," the new Columbia picture opening . . . . . at the Theatre. Barbara Britton co-stars with Gene in "Loaded Pistols," and Champion, the world's wonder horse, is in it too. Don't miss Gene Autry's singing and fighting in "Loaded Pistols," opening . . . . . at the Theatre.



# Important Gene Autry Tie-Ups

## 1) GO TO TOWN WITH THIS GENE AUTRY MUSIC!

Some of Gene Autry's most popular songs are among those heard in "Loaded Pistols." Valuable music exploitation is possible and should be capitalized upon! Following are the songs heard in the film, their publishers and record numbers:

**"LOADED PISTOLS":** Published by Herbert Music, 6272 Sunset Blvd., Hollywood 28, California. Columbia Record No. 38076—recorded by Gene Autry.

**"WHEN THE BLOOM IS ON THE SAGE":** Published by Cole Publishing Co., 823 S. Wabash Avenue, Chicago, Ill.

**"A BOY FROM TEXAS":** Published by Shapiro-Bernstein and Co., 1270 Ave. of Americas, N. Y. Columbia Record No. 20448—recorded by Gene Autry.

**"PRETTY MARY":** Published by Western Music Co., 6520 Selma Ave., Hollywood 28, California. Columbia Record No. 37963—recorded by Gene Autry.

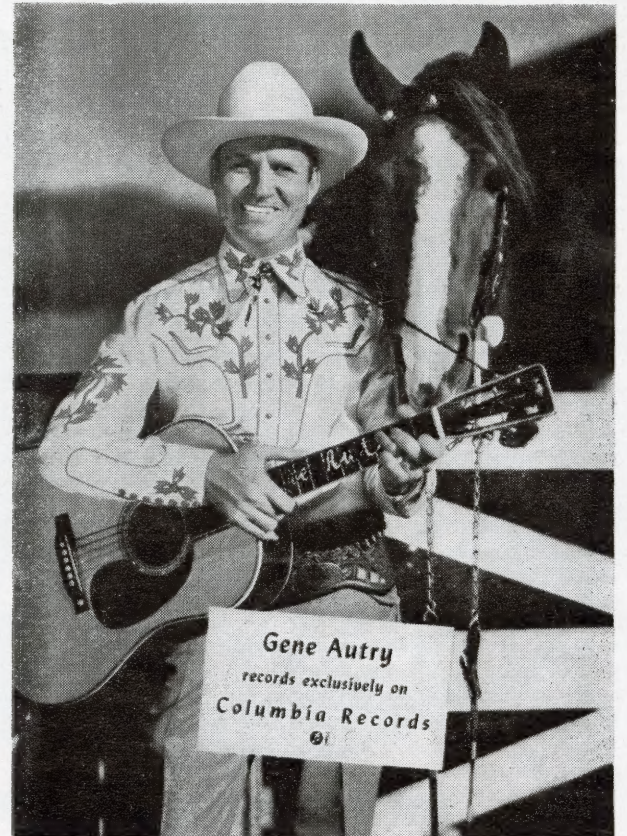
**"JIM CRACK CORN":** Public Domain—recorded by Burl Ives.

### ON THE AIR

Songs from the film might be spotted by record program directors on their regular disc shows, with credit to the picture, or they might be used to make up a special 15-minute "Loaded Pistols" program when accompanied by a commentary adapted from the publicity section of this pressbook. In addition, disc jockeys might stage a contest, with guest tickets for prizes, by playing Autry tunes from previous pictures, with listeners asked to name the picture and to write a 30-word article beginning "I Like to Hear Gene Autry Sing Because . . ."

### IN MUSIC STORES

Columbia Records, for whom Gene Autry has recorded many of the most popular tunes of the West, has notified all its dealers and distributors that his recorded songs: "Loaded Pistols," "A Boy From Texas" and "Pretty Mary"—are all to be heard in the film, "Loaded Pistols." Dealers are asked to cooperate with local showmen in mutually-advantageous promotions, including dealer ads and window displays. A considerable amount of Gene Autry display material is available, including the full-color 17" x 22" easel-backed card shown above, right.



### WITH JUKE BOXES

Get local juke box operators to plant Autry recordings from the picture in all their machines, and to post picture and playdate stickers linking the Autry records with your engagement of "Loaded Pistols."

## 2) GENE AUTRY JEANS

A wide range of window display material, dealer ad mats in various sizes and other promotional material is available to department stores and other stores selling Gene Autry Jeans which can be tied in with your picture and playdate. For full details, and the names of local dealers, write direct to:



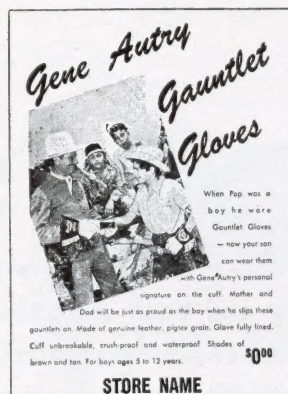
Mrs. Annabel Hoyt  
J. M. Wood Manufacturing Co.  
502 Wholesale Merchants Building  
Dallas, Texas

Shown above, in reduced size, is the 4" x 11" dealer ad mat. Other dealer ad mats range from 4" x 6" to full-page size, and there is a 2 1/2' x 4' full color cutout also available for window displays. Use stills, and be sure of your full picture, theatre and playdate credits.

## 3) GAUNTLET GLOVES

Boys' genuine buckskin gauntlet gloves are merchandised over the country with dealer aids like the 4" x 6" dealer ad mat (right), a 9 1/2" x 12" easel-backed counter card and a window display piece. For information, write:

Nolan Glove Company  
425 Fourth Ave., New York City



## 4) STORE WINDOWS

Gene Autry stills, plus credit cards, should be welcomed by chain stores, variety stores, toy and other stores handling Gene Autry and other Western toys. Prod. Still No. 38 should be especially effective in music promotions.

## 5) BELTS, SUSPENDERS

Attractively mounted on display cards (sample shown in reduced size), Gene Autry Belts and Suspenders make excellent window and counter display items. They are sold through chain stores, boys' outfitters and department stores; local dealers should be urged to supplement their displays with stills from the picture and a credit card. For further details, and the names of dealers in your community, write direct to:

Paul Lappe  
M. Slifka and Sons, Inc.  
275 Seventh Avenue  
New York, N. Y.





# To Help Sell "Loaded Pistols!"

## 6) GENE AUTRY WATCH

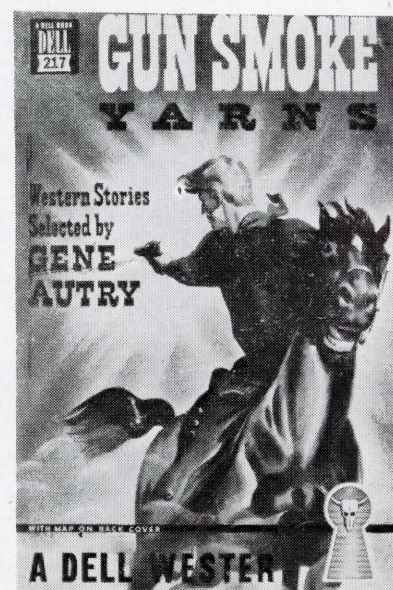
The Gene Autry Watch, sold in jewelry and department stores throughout the country, opens the way to exciting new window and counter displays, as well as co-op newspaper advertising. The watch itself has a dependable Swiss movement, unbreakable crystal, Western embossed genuine leather strap, and a two-piece chromium case. Luminous hands glow in the dark and figures of both Autry and his wonder horse, Champion are on the dial. The famous Autry autograph is engraved on the back of the case. Free advertising mats are also available. For the name of your nearest jobber, write direct to:



Mr. Lou Henry, Wilane Watch Company  
93 Nassau Street, New York 7, N. Y.

## 7) AUTRY PUBLICATIONS

Gene Autry's anthology, "Gun-smoke Yarns," is sold on newsstands and in book shops and variety stores everywhere. It is a 25c book, published by Dell Publishing Co., 149 Madison Ave., New York, N.Y. In addition, Dell publishes and distributes Gene Autry Comics, a monthly magazine which is also sold on newsstands, and in candy and variety stores. Contact local distributor for mutually-advantageous promotions, including tack cards, posters on the sides of trucks, etc.



In addition, "Better Little Books" featuring Gene Autry adventures are sold in the nation-wide chain and five-and-ten stores which also handle two Gene Autry novels, "Gene Autry and the Redwood Pirates" and "Gene Autry and the Thief River Outlaws." These books are published by the Whitman Publishing Company, Racine, Wisc.

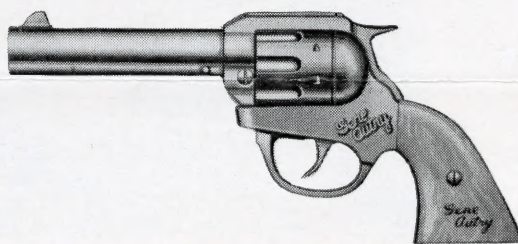
## 8) RENLY SWEATERS

Renly Club, Inc., sweater manufacturers, have designed three types of Gene Autry sweaters for younger boys, for sale in leading department stores throughout the country. Window and department tie-ups should be sought, using stills from the picture and full credits. For the name of your local dealer, contact:



Mr. Herbert H. Burstein  
115 Christopher Street  
New York 14, N. Y.

## 9) CAP PISTOLS



The Gene Autry Cap Pistol, especially valuable as a premium or contest prize, can be obtained in quantity through local wholesalers or can be purchased in chain stores everywhere. For information and the names of your local dealers, write direct to:

Mr. W. R. Bixler  
Kenton Hardware Co.  
Kenton, Ohio

## 10) COWBOY SUITS

Cowboy suits, leather goods, and toy pistols manufactured by M. A. Henry Co., Inc., are sold throughout the country. Shown here is one of the many types of cowboy suits; guns and holsters are of various styles and prices. For information and dealer names, write direct to:



Mr. M. C. Sussman, Sales Manager  
1107 Broadway, New York, N. Y.

## 11) OTHER AUTRY TIE-UPS FOR LOCAL PROMOTIONS

In addition to the manufacturers and items described on these pages, Gene Autry has given permission for the use of his name to other merchants and agencies. For full details and local outlets, write direct to the following:

### SWEAT SHIRTS

Mr. J. T. Flagg  
Gardiner-Warring Co.  
Florence Ala.

### NEWS LETTER

McClure Newspaper Syndicate  
75 West Street  
New York 6, N. Y.

### RODEO SUITS

California Ranch Wear, Inc.  
860 South Los Angeles St.  
Los Angeles 14, California

### HATS

Pan American Hat Co.  
21 Waverly Place  
New York 21, N. Y.

### PRODUCTIONS

Carmel Film Productions, Inc.  
600 Sunset Boulevard  
Hollywood 28, California

### RIDING WEAR

Pick Overall Mfg. Co.  
337 Cumberland Avenue  
Winnipeg, Canada

### COWBOY BOOTS

Graham-Brown Shoe Co.  
Dallas 2, Texas

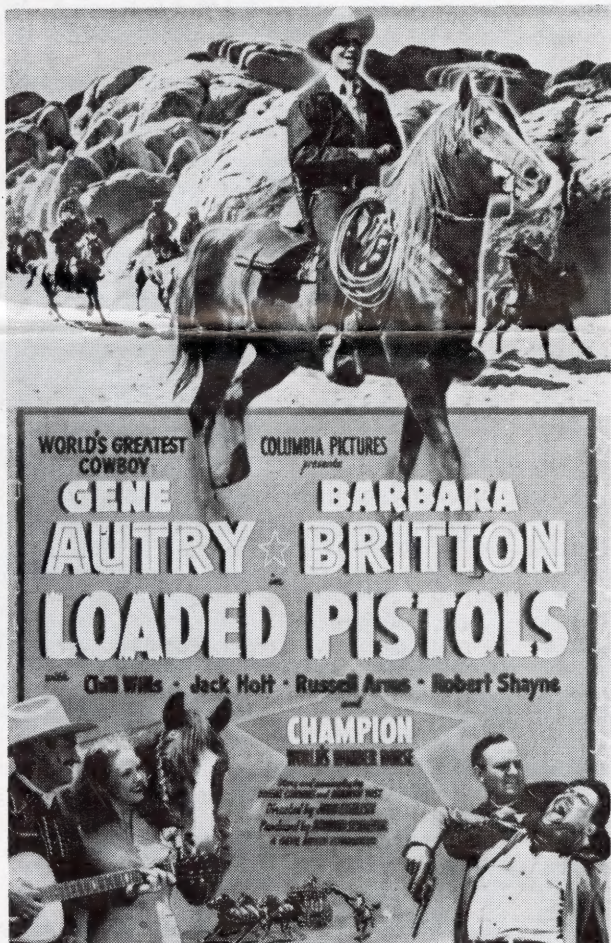




SIX SHEET



THREE SHEET



ONE SHEET



22x28 A  
SLIDE (Same Design)



22x28 B

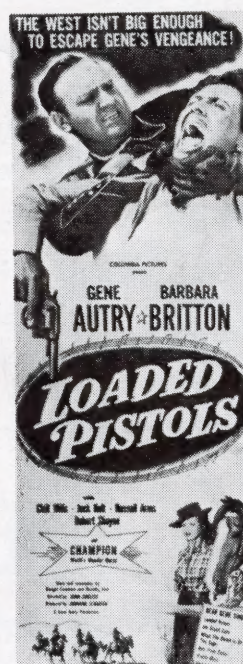
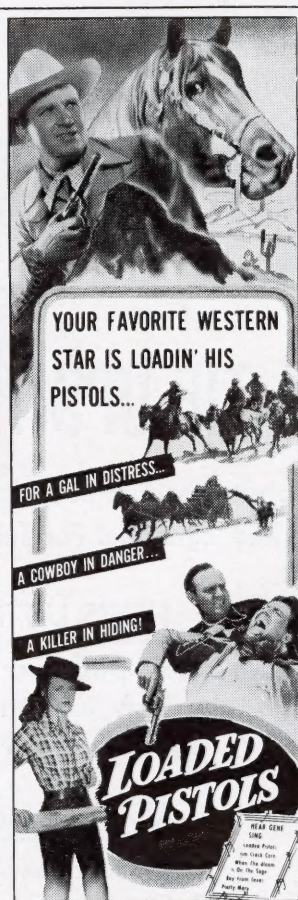
## LOBBIES



WINDOW CARD



6x18  
FOUR-PAGE  
CIRCUS HERALD  
PRICE: \$3.00  
per M



INSERT CARD



EIGHT 11x14's



**Scanned from the collections of the  
Wisconsin Center for Film and Theater Research,  
with support from Matthew and Natalie Bernstein.**



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for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

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HISTORY**  
DIGITAL LIBRARY 

[www.mediahistoryproject.org](http://www.mediahistoryproject.org)